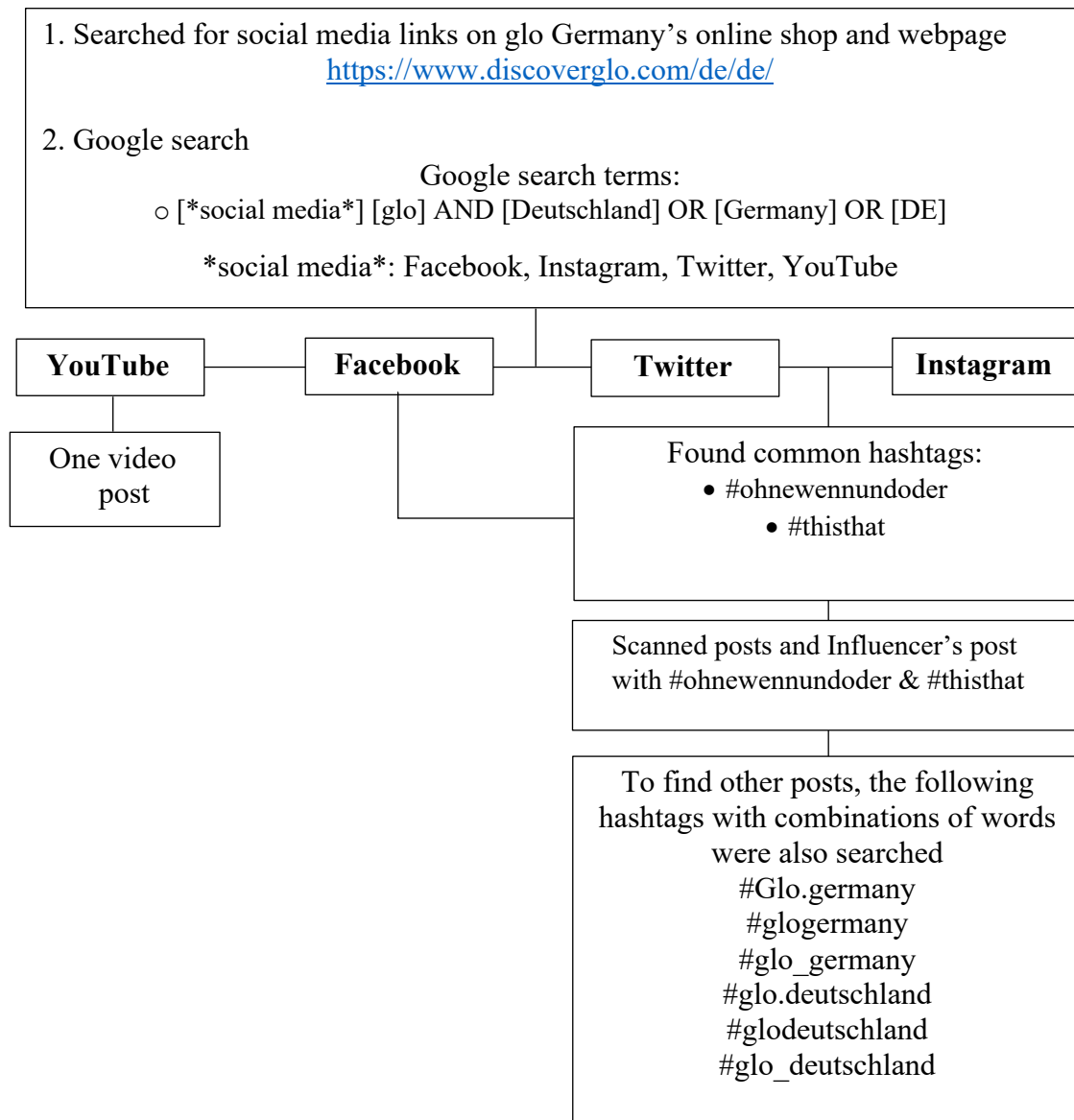


Supplemental Files

Supplemental File 1. Consort diagram of social media scan methods



Supplemental File 2. Instagram influencer posts



Note: Influencer's glo challenge posts. This campaign involves influencers showing contrasts (e.g., Real vs. fake, low budget vs. high fashion, traditional vs. innovative, public vs. private) that can be resolved to create something great. The different versions of the challenge made it suitable for a broad range of influencers.

- A. <https://www.instagram.com/p/CCBZXo6iNXa/> (followers: 222.000) English translation of post: Ad/above 18 only EITHER, OR? Why don't you just do both! My challenge for @glo.germany: CLASSIC|RAP I was educated in classical music in Belarus but my heart has always been with artists like 2pac, Biggie and co. My whole life is full of contradictions, full of things that do not fit together seemingly. But who is to say that we have to choose a side? Live without compromise, do both. #NoIfAndOr #challenge #rap #classicalmusic
- B. <https://www.instagram.com/p/CCBo3uFITtd/> (followers: 176000) English translation of post: Advertisement I Hello my lovelies! Today the time has come I'll show you my result of my public vs private challenge with @glo.germany. You all know, my husband and I are more than happy together. Many of you would like more insights into our private lives. That's why I chose on exactly these 2 opposites for taking part in the challenge. I find it quite difficult to navigate my place there. How much am I comfortable with, how much can and want to show you. These questions have now been resolved. You can always combine two things with each other #noifandor even when they are as contradicting as public-private.
- C. <https://www.instagram.com/p/CCBt0yTlZot/> (followers: 161,000) English translation of post: Advertisement I Do you know this situation too, where you have to choose between two things? Due to the current travel restrictions, I wanted to #plan my summer vacation and have thought about where to go. That's when the idea came to me. Why not just #spontaneously get out on the water and get inspired there. There it quickly felt like being on vacation and you could just switch off. As you can see. Both are possible. #noifandor simply connecting things and not having to decide. Thank you @glo.germany for this challenge and the experience that you can easily combine opposites. #advertisement #noifandor #onlyover18